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The CAROLINA FARMER

SEPTEMBER, 1965

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A New Modern Home—Life's Happiest Investment

The CAROLINA FARMER

Vol. 20, No. 9, September, 1965

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Executive Manager

COVER—It's tobacco time again—and no scene is more familiar than the tobacco auction.

This month . . .

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THE CAROLINA FARMER IS PUBLISHED MONTHLY BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC. SECOND CLASS POSTAGE PAID AT MEMPHIS, TENN. 38118. EDITORIAL OFFICES, SUITE 914, FIRST-CITIZENS BANK BUILDING, RALEIGH, N. C. 27601. POSTMASTER, SEND FORM 3S79 TO BOX 1699, RALEIGH, N. C. 27602. SUBSCRIPTION PRICE 60¢ PER YEAR. PUBLISHED MONTHLY AT 3781 LAMAR AVE., MEMPHIS, TENN. 38118. CONTENTS COPYRIGHTED 1965 BY TARHEEL ELECTRIC MEMBERSHIP ASSOCIATION, INC.

A Glass of Water for Breakfast

THE CROWD in Yankee Stadium watched the rain come down with mixed emotions. A rained-out game meant that the home team would lose—but it also would mean a partial end to the prolonged drought. A television announcer pointed out that he couldn't even have a glass of water with his breakfast—the area's water supply was that limited.

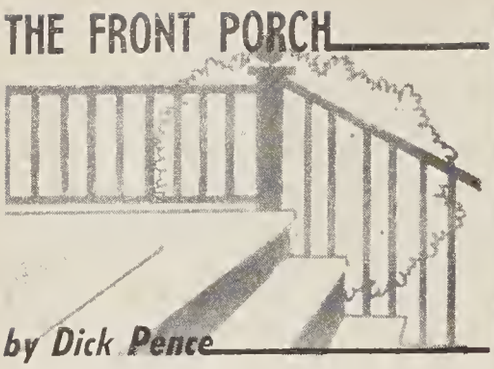
From North Carolina at the south to Maine at the north, the northeastern part of the United States averages between 35 and 45 inches of rainfall every year. Tragically, most of this flows unimpeded into the Atlantic. In contrast, the states of Arizona and New Mexico usually have only 7 or 8 inches of rain each year. But water supply is not the problem it once was—because the rivers of the Far West and the Southwest have been and are being developed to preserve every precious drop of the life-giving fluid. Lush oases now stand where deserts once were. Electric transmission lines run off to the horizon, carrying the pulse of the nation to farms and cities.

Not only is the Northeast suffering from a lack of water, but the short-sightedness that has prevented river development has saddled the area with another burden. Electric rates in the upper Northeast—where there is no major federal development—are some 30 percent higher than the national average. The lack of a federal yardstick and its effect on rates is painfully apparent.

In July, the President sent to Congress recommendations asking approval of a major hydroelectric plant on the St. John River in northern Maine. This could be the long-overdue stepping stone to a broad effort to develop the total power and water resources of the Northeast.

The lesson of New England is one that should be absorbed by North Carolinians. With our growing population and increasing industrial development—and the resulting increase in water and power consumption—it's not a bit too early to begin comprehensive development of our river basins.

A glass of water with breakfast is just one of the many things we can save by doing so.



by Dick Pence

A tiger in your wash...

Last month's magazine prompted a coup of letters that are worth noting.

One was sent to Erma Angevine concerning her column on television advertising. Mrs. Nettie Bruce, Rt. 2, Weaverville, wrote:

"May I commend you on the article in the August Carolina Farmer. The 'goofy' advertising craze has been one of my pet peeves for some time. As the mother of four small children, the only time I can enjoy TV is after they are all in bed. But after washing, ironing and scrubbing floors all day, I do not like to be constantly reminded of what I have done or what I have to do the next day by the advertising woman on TV.

"Is there some committee working on this problem? If so, they have my vote and anything else I could do to help. All the women I know feel as I do. So you have their votes, too. If there isn't anything we can do to correct this, maybe we should all sell our sets and buy a shelf of good books."

Both Mrs. Angevine and Mrs. Bruce have discussed one of my pet peeves, also. I stand in awe of the American housewife. She has to put up with such a variety of hideous torments that I don't see how she survives. In just a few hours of watching television recently, I saw the woman of the house subjected to the following harassments:

Her kitchen was invaded by a white tornado and, a bit later, a white dove; she narrowly escaped being run down by a knight on a galloping white horse; her washer leaped to a height of 10 feet—only minutes after a giant popped out of it; and somebody insisted on sticking a rose in her dishwater—perhaps to settle it after the storm that was in her sink.

On top of that, after she somehow managed to evade these hazards, somebody in a balloon gave her washing the onceover while it was hanging on the line.

Apparently somebody—or a several somebodies—are convinced that these shenanigans sell soap. They may, but I've yet to find the woman who thinks so. Practically every woman I talk to about these ads is disgusted with the whole thing. One homemaker told me she's ready to buy the first soap that somebody says something sensible about. (This same lady added: "Isn't there something that can be done to stop that woman who talks about her constipation every day just as we're sitting down to lunch?")

I'm with Mrs. Bruce. Let's figure out a way to try to get rid of some of these ridiculous commercials. Join the "crusade"—send us your comments.

Of course, the sad part is that the commercials are usually better than the programs. But that's another problem.

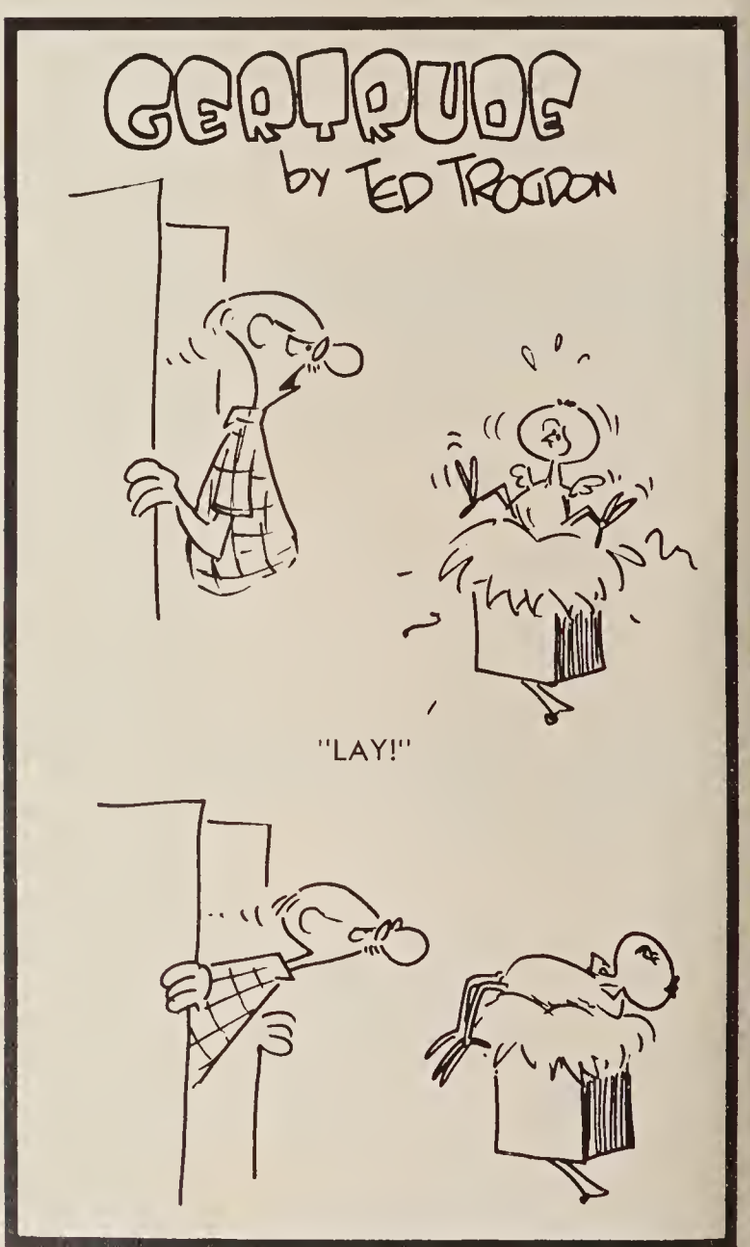
Unfinished Business: I was right. There was someone in the vast expanse that is AT&T who could help me. A few issues back I told you about the troubles I was having because I moved about the time the new phone directories came out. Well, shortly after a copy of that column reached Southern Bell, Mac Moore—local public relations director for the company—stopped by to report that arrangements were being made to see to it that I got all my future calls—wrong number or not. It was all a mistake, he said.

Now I'm embarrassed. After all the fussing I did, I'm still not getting many phone calls. I'm forced to conclude that no one wants to talk to me.

At least the phone company cares—even if no one else does.

Someone Who signed his (her?) letter "An Admirer" sends along what sounds like some good advice for coping with crazed cardinals: "Dear Dick, I can sympathize with you and your trouble with the mama cardinal. Go down town and buy a stuffed owl and set it on the window ledge. Your troubles should end."

Parting Shot: A fellow told me he heard a Minnesotan complaining about his poor fishing luck: "Our new slogan should be 'Land of 10,000 Lakes—and 5,000 fish'."



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Federal LAND BANK Association

Bank for Cooperatives

Production Credit Association

all in the family • • •

FEDERAL LAND BANK ASSOCIATIONS provide long-term credit for all types of farms. If you need refinancing or debt consolidation, inquire about a tailor-made Land Bank loan for your farm, grove or ranch. You'll be glad you did!

The Columbia BANK FOR COOPERATIVES makes loans to meet the diversified needs of marketing, purchasing, and farm business service cooperatives helping improve farm profits in the Southeast. Contact the Columbia Bank for Cooperatives, P. O. Box 1493, Columbia, South Carolina 29202.

PRODUCTION CREDIT ASSOCIATIONS provide short and intermediate-term credit (up to seven years) at simple interest rates. For example, you may want a loan to buy a new car or truck. Profit by seeing your PCA man first.

Federal Land Bank Association Offices and Production Credit Association Offices in North Carolina

Ahoskie, *FLBA and PCA*
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Asheville, *FLBA and PCA*
Boone, *FLBA*
Burgaw, *PCA*
Carthage, *PCA*
Cherryville, *PCA*
Clinton, *FLBA and PCA*
Concord, *PCA*
Dunn, *PCA*
Ellerbe, *PCA*
Elizabeth City, *PCA*
Elizabethtown, *PCA*
Fayetteville, *PCA*
Goldsboro, *PCA*
Graham, *PCA*
Greensboro, *PCA*
Greenville, *PCA*
Henderson, *FLBA and PCA*
Hendersanville, *PCA*
Hillsboro, *PCA*
Kenansville, *PCA*
Kinston, *FLBA and PCA*
Laurinburg, *PCA*
Louisburg, *PCA*
Lumberton, *FLBA and PCA*
Marshall, *PCA*
Monroe, *FLBA and PCA*
Nashville, *PCA*
New Bern, *PCA*
Newton, *PCA*
Oxford, *PCA*
Plymouth, *PCA*
Raeford, *PCA*
Raleigh, *PCA*
Reidsville, *PCA*
Richlands, *PCA*
Rocky Mount, *PCA*
Roxboro, *PCA*
Sanford, *FLBA and PCA*
Shallotte, *PCA*
Shelby, *FLBA and PCA*
Siler City, *PCA*
Smithfield, *FLBA and PCA*
Snow Hill, *PCA*
Statesville, *FLBA and PCA*
Tabor City, *PCA*
Tarbara, *FLBA*
Trentan, *PCA*
Wadesboro, *PCA*
Warrenton, *PCA*
Washington, *FLBA and PCA*
Waynesville, *PCA*
Weldon, *PCA*
Whiteville, *PCA*
Williamston, *PCA*
Wilmington, *PCA*
Wilson, *PCA*
Windsor, *PCA*
Winston-Salem, *FLBA and PCA*
Yadkinville, *PCA*
Yanceyville, *PCA*

TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J. C. Brown Jr.

Where Will Udall's Chickening Come Home to Roost?

SECRETARY of the Interior Stewart Udall is a dangerous man to praise. He changes his mind rather easily under pressure. He has been so consistent in this that it came as no surprise to us that he quickly withdrew his opposition to Duke Power Company's application for a license to develop sites on tributaries of the Savannah River.

Last month on this page, we commended Udall's intervention before the Federal Power Commission as courageous and correct. Hardly had the ink dried, and South Carolina Senator Strom Thurmond's outraged voice faded, when Udall chickened out. Udall is too practical a politician. His approach seems to be to seek out the strongest lobby and lead where it would be led. In some few instances, this may be a consumers' lobby representing a broad public interest. More often than not, it isn't.

Udall came to his present post as an appointee of two administrations which campaigned on resource development and a reaffirmation of the traditional federal responsibility for river development. The people who supported these policies expected great things of him. The first indication that Udall was less than expected came after the public won a tremendous battle in obtaining congressional authorization of a federal transmission system in the upper Colorado River Basin. I know you won't believe this—I still can't—but after winning the victory, Udall gave it away. He just up and made a gift of the right to build some of the lines to the power companies.

A LASTING disappointment is Udall's lack of leadership in Eastern river development. With Washington facing a water and pollution crisis while the Potomac flows unharnessed, Udall avoids a great opportunity to speak out for developing this great resource. Instead, he has chosen to hike with the overzealous preservationists up the C&O Canal and give leg-service and—by implication—lip-service to those who say, "Let them drink distilled sewage! Hiking and white-water canoeing are IN—dams are OUT."

Udall's chickening is coming home to roost. On July 17, we read a most interesting Associated Press story. It quoted both Udall and Dr. Helmut E. Landsberg, director of the Weather Bureau's Office of Climatology, on what steps should be taken to alleviate the 4-year drought in the Northeast.

Dr. Landsberg said that the 30-day forecast for rain was good, but it wouldn't be of much help. What we must do, said Dr. Landsberg, is to "learn to conserve the water when it is abundant, in order to have enough when the inevitable drought comes."

Mr. Udall's contribution was simply that the situation is already serious and he thinks it will get worse. With Udall in charge of a significant segment of our water resources, it is bound to.

FORMER EDITOR

■ One of the first things I saw on my return today was your fine new magazine. It is most impressive and I want to congratulate all of you on an outstanding achievement . . . Since I have such a strong personal interest in THE CAROLINA FARMER, I don't think anyone could be more pleased than I, both with the new format and with the continuing quality of excellence in the contents.

Jerry L. Anderson
Washington, D. C.

Jerry was editor of THE CAROLINA FARMER *in 1952-56. He is now executive assistant to the general manager of the National Rural Electric Cooperative Association.*

WANTS COPIES

■ We surely like your story titled " . . . and forbid them not" in the August CAROLINA FARMER. Marcus Smith is an Appalachian graduate and he is a member of our local chapter of Phi Delta Kappa. For this reason we are particularly interested in your very fine writeup concerning his work. We wonder if we might buy 10 copies of this issue. Also, we would like to purchase a print of the picture of Marcus Smith on page 14.

William L. Eury
Boone, N. C.

The magazine and photo Mrs. Eury —who is librarian at Appalachian State Teachers College—are on their way, compliments of THE CAROLINA FARMER.

"INTERESTING"

■ The July issue of THE CAROLINA FARMER is beau-ti-foool! The color pictures are so pretty. The content is diversified and interesting. Congratulations on a fine job.

Wyona Johnson
Mocksville, N. C.

Our thanks to Wyona—who provides the members of Davis EMC with lively reading as editor of that co-op's newsletter, THE CONDUCTOR.

"GRADUATE" WRITES

■ Pat suggested that I write and compliment you on the new look in THE CAROLINA FARMER. As the first graduate of the Hancock-Pence School of Journalism, I feel qualified to say that it's an outstanding magazine. We especially like the use of color.

Harold Lineberger
Forest City, N. C.

Years ago, when your editor was a publications editor at N. C. State, Harold was a student assistant and, later, a full-time employee of the publications section. When he left State, as a reward for having put up with his fellow workers, he was presented a "diploma" attesting to his ability to detect misplaced commas and perform other editorial functions. Harold is putting his "education" to good use by helping to edit the fine newsletter which mem-

(Continued on Page 29)

QUESTION?

"Why does Farm Bureau sell automobile insurance?"

ANSWER!

"The **BASIC** reason there is a Farm Bureau Mutual Insurance Company is to make a real effort to give the members a better deal on insurance than is available to non-members.

"Many members have supported the company, this has enabled it to grow.

"Farmers who have placed **ALL** their insurance in the company are already saving substantial sums in premiums compared to regular rates.

"Some members have not yet transferred their insurance to the company. However, their business is needed and wanted. If they will transfer their insurance, it will work to the advantage of all Farm Bureau members by giving greater assurance of more beneficial claim service. The member will also save money.

"Having more business indicates that the company will have the opportunity for a greater spread of risk and more substantial savings to **ALL** the members."

SAFE DRIVERS **SAVE** WITH FARM BUREAU

1. 10% discount on liability and collision.
2. **Additional** 15% discount on compresensive and collision.

ELIGIBLE? SEE YOUR FARM BUREAU AGENT

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N. C. Farm Bureau Insurance CF-9-65
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Raleigh, North Carolina

Please send information about Farm Bureau Insurance coverage to:

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Address _____

Light up...

The Potters Hill Community Development Club helped make dusk-to-dawn lighting a permanent part of the skyline on N.C. 41.

■From Semora to Southport the setting sun signals the end of another day. But in many rural areas it no longer means utter darkness. For throughout North Carolina outdoor lighting is giving the countryside something of a golden glow after dusk.

These lights serve many useful purposes. Perhaps they are valued most, however, for making secluded areas seem a bit safer and extending the farmer's working day.

Dusk-to-dawn lighting has been available to members of all the electric cooperatives for several years. While the cooperatives may have slightly different policies on installation and maintenance of these units, most of them charge from $3.50 to $4.50 per month. Of course, the electricity which is used by these lights is not registered through the meter so the monthly rental charge is the total charge for the automatic dusk-to-dawn lighting.

In some areas, such as the Potters Hill Community of Duplin County, lighting is noticed only when it is absent, which, of couse, isn't very often. In this small farming community outdoor lighting has been available for several years due largely to the organizational efforts of Mrs. Ellis Turner and others.

The civic-spirited efforts of Mrs. Turner and the Potters Hill Community Development Club were launched in 1960 when outdoor lighting became a community project. "We didn't do it in order to win the awards being given to progressive communities at that time. We did it to make this place a more attractive one to live in," explained Mrs. Turner. "But we did win several trophies and over $100 in cash which just added a little sweetening to the benefits we had already obtained," Mrs. Turner added.

When the people in the Potters Hill Community began their project Tri-County Electric Membership Corporation, which serves the area, had no lighting program. So Wilton Rowe, electrification advisor for Tri-County Electric Membership Corporation, borrowed a mercury-vapor and an incandescent light fixture from a neighboring cooperative. Rowe took these fixtures to a regular monthly meeting of the people in the community and installed them both side by side so those attending could decide which kind of light they wanted. More than 200 members of the community attended the meeting and voted unanimously to use the mercury-vapor fixture.

It was agreed that wherever possible one light would serve two or more families and the cost of renting the fixture would be shared. "This same arrangement exists today," said Mrs. Turner. "And as far as I know there hasn't been any trouble with anyone not paying their share of the cost. I guess that's what

you call cooperation," she added, thoughtfully.

"At the very beginning of the lighting project we had 14 lights installed along the highway," said Mrs. Turner, pointing up N. C. 41, the highway which runs through the community. "Now I suppose we've got as many as 30 lights in all of the community, but quite a few of them are out on farmsteads away from the highway," she added.

"Before we brightened up the place with these lights the people just didn't seem to want to build up and improve their property. Before we got this project going there wasn't a single brick house along this highway and a lot of the old unused buildings were just left there until they fell down," explained Mrs. Turner. "When we got these lights, though, people began to paint their houses and fix up their tobacco barns and take a lot more pride in how their places looked," she said. "I guess they just couldn't bear to have their mess exposed to the public both night and day."

"At one point," explained Mrs. Turner, "all the people here were farmers. Now we have part-time farmers and others who work full-time in Kinston, which is nearby." Explaining the diversity of occupations in the community, Mrs. Turner said, "We've got somebody here to do any kind of job that needs to be done, from digging a well to fixing the kitchen sink. And these things help us to keep people in the community and even attract new ones."

In this community the outdoor lighting project seems to have been the "spark" which spurred its residents to make other improvements to their surroundings. This, however, is only one of the benefits of outdoor all-night lighting. As Mrs. Turner would be quick to tell you, "On a farm many things often have to be done after dark. With good lighting the work is safer and I don't think we've had any trouble with things being stolen."

The lighting program Tri-County offers its members is essentially the same offered by all North Carolina electric co-ops. The co-op will install and maintain the light for a low monthly rental fee. The fixture is equipped with a photo-electric cell which automatically turns the lights on at dusk and off at dawn. ■

Mrs. Turner and Wilton Rowe, Tri-County EMC, look over records. Turner's Store serves as a collection station for the EMC.

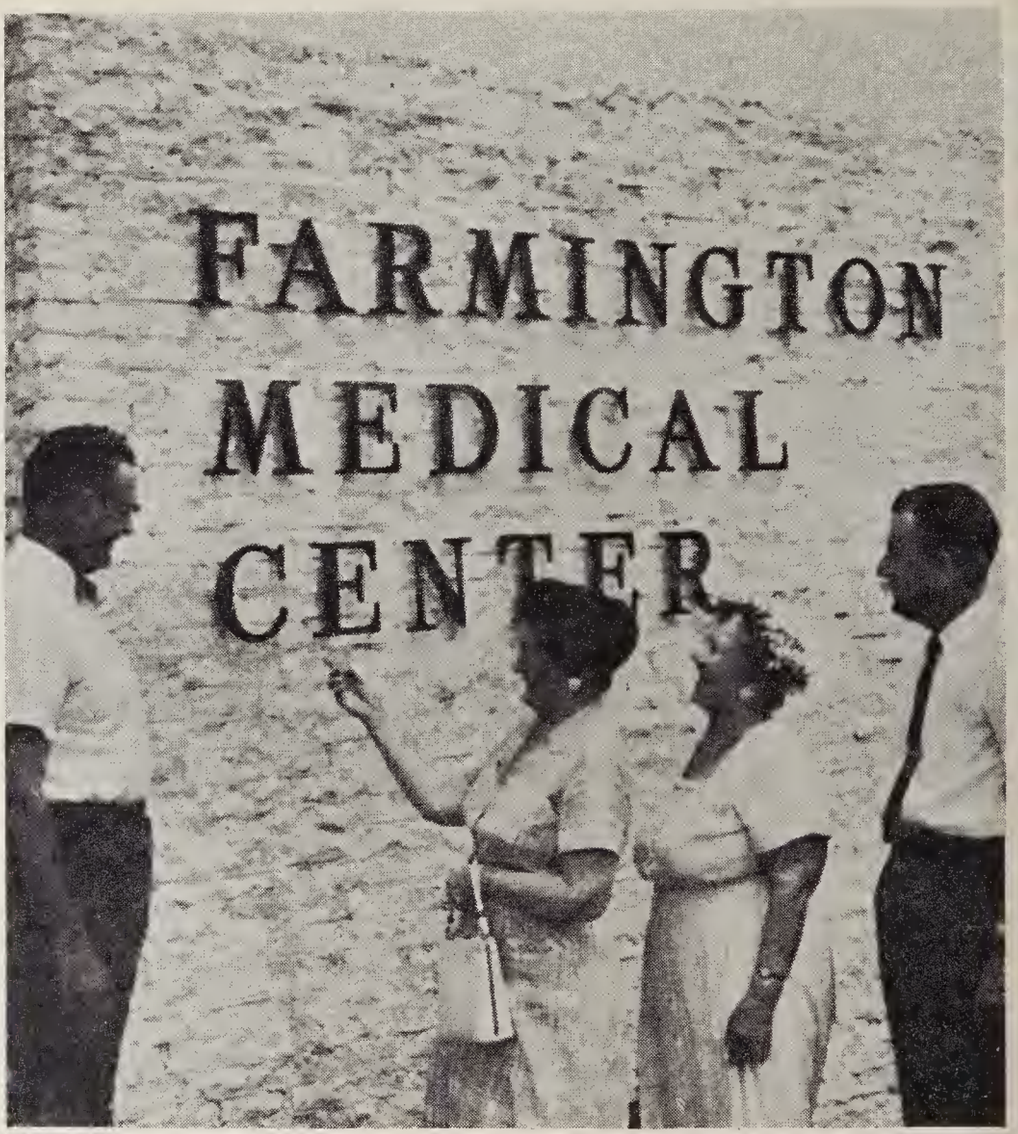
...the whole outdoors

By ARCHIE HATHCOCK

A decade of determined work brought Farmington a

Clinic in a Cornfield

By ALLEN PAUL·



Corporation officers (from left): James Essic, president; Miss Vada Johnson, director; Mrs. Queen Bess Kennen, director; and Wade Groce, vice president.

THE PEOPLE of Farmington had been sending for the doctor for 40 years before he finally came. And when he came, he came to stay —in a clinic in a cornfield.

It took almost a decade of determined planning and campaigning to persuade a physician to practice in this northern Davie County crossroad community. Its residents had indeed diagnosed the problem correctly—they needed a doctor. For Farmington is precisely in the center of a 400-square-mile area which has no resident physician.

But perhaps more important is the fact that they chose what the experts say is the right "prescription" for getting a doctor. They raised more than $5,000 through a nonprofit corporation and built a medical center. It had hardly been completed before Dr. B. Graham Weathers agreed to staff it.

The Farmington story is a success story. But there are Farmington's throughout North Carolina . . . remote communities seeking improved medical services. Efforts in many of these areas to gain this basic service have met only with disappointment and frustration.

Was Farmington just luckier than the others . . . fortunate that its residents no longer have to drive the 15 miles to Mocksville or about the same distance to Yadkinville or Winston-Salem to see a doctor?

Dr. Weathers' answer to that almost certainly would be "no." "From what I've heard, this is probably one of the finest community projects of this kind in the state," he says. "It was well organized and they went about it in the right way."

The drive was formally launched when the local Grange chapter decided to adopt as a project the construction of a medical facility and securing of a physician. Besides selling shares of nondividend-paying stock in the Farmington Medical Center Corporation, the group raised more than $2,000 by sponsoring a Horse Show and a county fair. One supper alone boosted the kitty by more than $800. The remaining $4,000 needed for construction of the facility was borrowed.

Dr. Weathers has contracted to buy the building at cost over a 10-year period. These funds will be returned to stockholders and any remaining will go to charity.

"We told Dr. Weathers if he'd come we could guarantee him a Cadillac living," says James Essic, president of Farmington Medical Corporation.

The prognosis was accurate. His practice has boomed, almost from the beginning in 1961. "I think we'll probably average treating between 50 and 60 patients per day and as

The medical center staff (from left): Dr. Weathers; Mrs. W. K. Hamrick, secretary; Robert Steele, administrator; Miss Doxie Bearden, nurse; Mrs. Ann Wells, pharmacist; Mrs. Marie Miller, nurse; Jimmy Groce, summer employe.

high as 110 some days," Dr. Weathers says. "I usually have 10 to 15 patients in the hospital. We've seen about 5,000 individual patients from approximately 4,000 families."

Mrs. Queen Bess Kennen, donor of the cornfield site for the facility, has a more vivid description of activity at the center: "Seeing all this traffic around the place—it's just like the Methodist communion table . . . as these retire, let others come."

"It's a matter of life and death with something like this," she continued. "And I think it's one of the greatest things we've ever done for our community."

Dr. Weathers says communities without a doctor "should make sure they are large enough to support a doctor."

The center is equipped with a reception room, emergency treatment room, two consultation rooms, office, dispensary, laboratory, and X-ray room. "If there' one thing I'm proud of most," says Dr. Weathers, "it's the lab. It's a timesaver for me and the patient, and I believe it's one of the finest in the area in a facility of this sort." It is here that the doctor conducts studies of blood sugars, hemoglobins, urine samples and blood types.

The center is staffed by an administrator, two registered nurses, a pharmacist and a secretary. "Any area planning a medical center should make sure it has personnel available to staff it," Dr. Weathers says.

He decided to locate in Farmington almost by accident. A fellow intern told him about the area and efforts of its residents to secure the services of a physician.

"One of the reasons I came here," he notes, "is because it is a rural area and I enjoy working with rural people. It also happens to have a large metropolitan center in close proximity."

So the Farmington Medical Center story is a story of success. But the final chapter has not been written yet by any means. The corporation responsible for this success is still very much alive and active. It has adopted two additional projects. Instead of having just a medical center, it wants a whole medical complex. "We have high hopes now," says Essic, "for getting a drugstore and a dentist." And if the group continues to use the same enthusiasm and determination it did on previous projects these two will probably be successful.

As the vice president of the corporation, Wade Groce, puts it: "Our Grange Chapter has originated three projects—the Yadkin Valley Telephone Membership Corporation, the Rural Fire Department and Farmington Medical Center—and all of them have prospered." ■

Things You Never Knew About Tobacco

AWHILE BACK an item turned up in a New York afternoon newspaper revealing that the last of the cigar store Indians in the city had been carted off, presumably to a museum or antique dealer.

From there it will doubtless find its way into some collection of Americana as a reminder of a period which saw similar statuesque decorations at the portals of tobacconists the country over.

So ends an era—an era that began nearly five centuries ago when Columbus first set foot on the West Indian island we call the Dominican Republic today.

The Indians who gazed on the "burning sticks"—that is, the firearms—of the white men, were probably no less puzzled than the same white men who saw the natives breathing strange redolent fumes of smoke, sucked out of a roll of burning leaves.

This was the white man's first encounter with tobacco —a meeting that was to leave its mark on American habits, industry and, yes—history—for centuries to come.

To bring this history up to date would be to trace tobacco's evolution into a great industry, a group of prosperous corporations, a source of revenue for thousands of public projects, an income for nearly 1,000,000 farmers, and a constant source of pleasure to nearly half of our population.

Columbus and his sailors were quick to try out this extraordinary Indian custom. The aromatic vapors, of which they caught the first whiff, intrigued them. In return for a few bangles they obtained several of the Indians' Y-shaped "pipes," lit them up, inserted them in their nostrils as was the custom, and inhaled.

Tobacco!

Columbus brought it home, spreading the Spanish name for the Y-shaped Indian pipe, or tobago, across Europe. Tobacco became so popular it was called: "A lone man's companion, a bachelor's friend, a hungry man's food, a sad man's cordial, a wakeful man's sleep and a chilly man's fire."

Poor men chewed it; statesmen snuffed it; ladies and gentlemen smoked it. Queen Elizabeth I popularized it in court with a long, thin pipe, and commanded the settlers in the New World to grow more of it.

In Jamestown, Va., after saving John Rolfe from the axe, Pocahontas helped him plant a new strain of tobacco that combined the "bitter" leaf native to Virginia with the sweet aromatic variety of the West Indies. The hybrid blend was so successful that Jamestown's merchants sold 20,000 pounds of "sweetscented" tobacco on the London market in 1613—a product so tasty it secured a demand for the delicious new plant that has lasted and increased up to our present day.

But tobacco was more than a pleasant and fragrant leaf. It became *the* staple crop of the New World. When King James I raised the tax on it, colonists from Georgia to New England uttered their first words of revolt.

And when George Washington helped turn that revolt into revolution, tobacco had become so valuable that—when he begged aid of the Continental Congress for his troops—he cried: "If you can't send money—send tobacco!"

Sometimes this aromatic leaf proved *more* valuable than money. When inflation swept the colonies and the term "not worth a continental" came into vogue because paper currency was debased, the Virginia General Assembly paid off its delegates in tobacco.

You could even gauge the politics of a man in those days by the way he used his tobacco. If he took snuff, he was thought an English "dandy"; if he smoked a pipe, he was a Back Bay aristocrat; if he chewed it, as most Americans did, he was one of the commoners. That was because tobacco of the chewing variety was cheap, convenient to carry around, and tasty!

But while America was chewing, England was smoking—and not just pipes but something new: cigarettes! For about the time American pioneers were popularizing tobacco in the Far West—cigarettes were invented in the Near East.

The first real paper-wrapped cigarette as we know it today was born in a battle in 1832. The Egyptians were busy laying siege to the Turkish city of Acre. One clever Egyptian canoneer had improved the speed with which he fired his gun by rolling his gunpowder in a paper tube.

His general was so impressed he sent the soldier a gift box of tobacco. But, as the soldier didn't own a pipe, he rolled the tobacco inside his gunpowder paper and touched fire to it.

He sucked in the fragrant smoke from his rolled-up tobacco—and enjoyed the world's first cigarette.

This unknown canoneer's comrades-in-arms thought highly of cigarette smoking and took up the practice. Soon, the Turkish soldiers borrowed the idea from the Egyptians; Russia later adopted it from the Turks; the British took it over from the Russians, and the Americans learned cigarette-smoking in turn from their British cousins.

Another legend says that the cigarette began in Mexico, at a much earlier time. Spanish explorers in Yucatan in 1518 were welcomed by an old chief who showed them how to smoke a Mexican delicacy, the reed cigarette. The contents of the slender reed was a

BETTMAN ARCHIVE

American Indians in the first illustration ever published of men smoking, dated 1575.

blend of native tobaccos and aromatic herbs. Back home the Spanish soon developed a wrapper of native paper to replace the reed and a crude form of modern cigarette was born. In Russia, it underwent a further transformation, with a cardboard mouthpiece and a cotton plug for a filter. The tobacco was all Turkish, and this style of cigarette was long known as "The Russian Mode." Smoking in "the Russian Mode," however, did not take hold too quickly outside of Russia.

When the British prospered, selling hand-rolled cigarettes on the American market after the Civil War, they figured correctly that most Americans would disdain the cotton-plugged mouthpieces. Consequently, they peddled only orthodox cigarettes here, and these became instantly so popular that a package of smokes from London would fetch a small gold nugget in San Francisco.

But whether you smoked a cigarette, puffed a pipe, or chewed, you could choose your tobacco from the products of more than 200 different English tobacco houses. American manufacturers weren't going to let the British capture the domestic tobacco markets—no sir!—and by the Gay Nineties American producers began competing by packaging their products in bright fancy wrappings and giving them catchy names, in order to command and hold a loyal following.

Granddad could stop off at the tobacconist at the sign of the wooden Indian and come out with such splendiferous smokes as Old Statesman, Battle Ax, Sailor Jack, Old Honesty, Jolly Tar, Sickle, Cremo, Mecca, Cross Out, Spud and (after Abner Doubleday fathered baseball) Home Run.

Today, more than 500,000 American farm families are engaged in growing 2½ billion pounds of tobacco to satisfy the needs of American and foreign consumers who will demand more than 400 billion cigarettes during 1958. American smokers alone will spend some $5 billion for tobacco, and receive about $2 billion of that money back in the form of federal, state and municipal taxes. ■

The Real Champions

Track champion Jim Beatty tells high schoolers that the real champions are those who excel in the classroom—not those who are tops in athletics

By JOHN COREY
Associate Professor of Education
Appalachian State Teachers College

When North Carolinian Jim Beatty panted across the finish line at 3 minutes, 58.6 seconds in Madison Square Garden on Feb. 15, 1963, he broke the world record for the indoor mile run.

The track feat catapulted the former Charlotte newspaper carrier boy into international prominence. Newspapers and magazines pictured him and his success story. Television presented a special on him. Attractive offers came his way.

Jim Beatty could well thank athletics, it had provided him a track to opportunity for glory.

The former runner, now public relations director at the Charlotte regional office of a national insurance company, is grateful indeed—but he has always maintained a sound perspective on the role of sports in his life and the lives of others. In speech after speech in schools of the state, Beatty has hammered away with his philosophy that a "decent test mark will always take precedence over the execution of a perfect tackle, or putting the ball in the hoop."

"The real champions of our history and heritage were not products of the athletic field," says Jim Beatty. "They were and are products of the classroom. Our nation's first great leaders were also our first great scholars."

And the same is true today, says Beatty.

Academic grades that students make now will be part of a tape that follows them through life, the former track star says. The grades will have a great deal to do with their success or failure as citizens.

Beatty formerly was employed by the North Carolina Fund and worked in an effort to discourage potential dropouts.

If high schoolers who heard him then hadn't known their speaker was the world's fastest indoor mile runner, they could have easily taken him for an "egghead" or "square" who had gotten lost from the library.

Beatty certainly didn't talk the "cool cat" lingo. In fact, his words sounded like those of an "intellectual flag waver."

But the students listened intently to him wherever he went. They realized his advice wasn't the theorizing of a dreamer.

James Tully Beatty (rhymes with "eighty") spoke from hard-won experience.

The 5-foot, 6-inch 128-pounder had beat the world in his chosen sport. He outraced the best at Rome, London, Helsinki, New York and Chicago.

To do so, he sacrificed. As a champion miler, Jim was made, not born. In California practice sessions, he had suffered one back injury, one strained heel ligament and three torn muscles. His wife, the former Barbara Harmon of Gastonia, had to be alone long hours while Jim trained.

Beatty followed a grueling training schedule every day of the year except Christmas and Easter.

The day began when he pulled out of bed at 5 a.m. From there it went like this:

5:30 a.m.—Meet with his coach, an Hungarian named Mihaly Igloi, at a high school track where he worked out until 6:30.

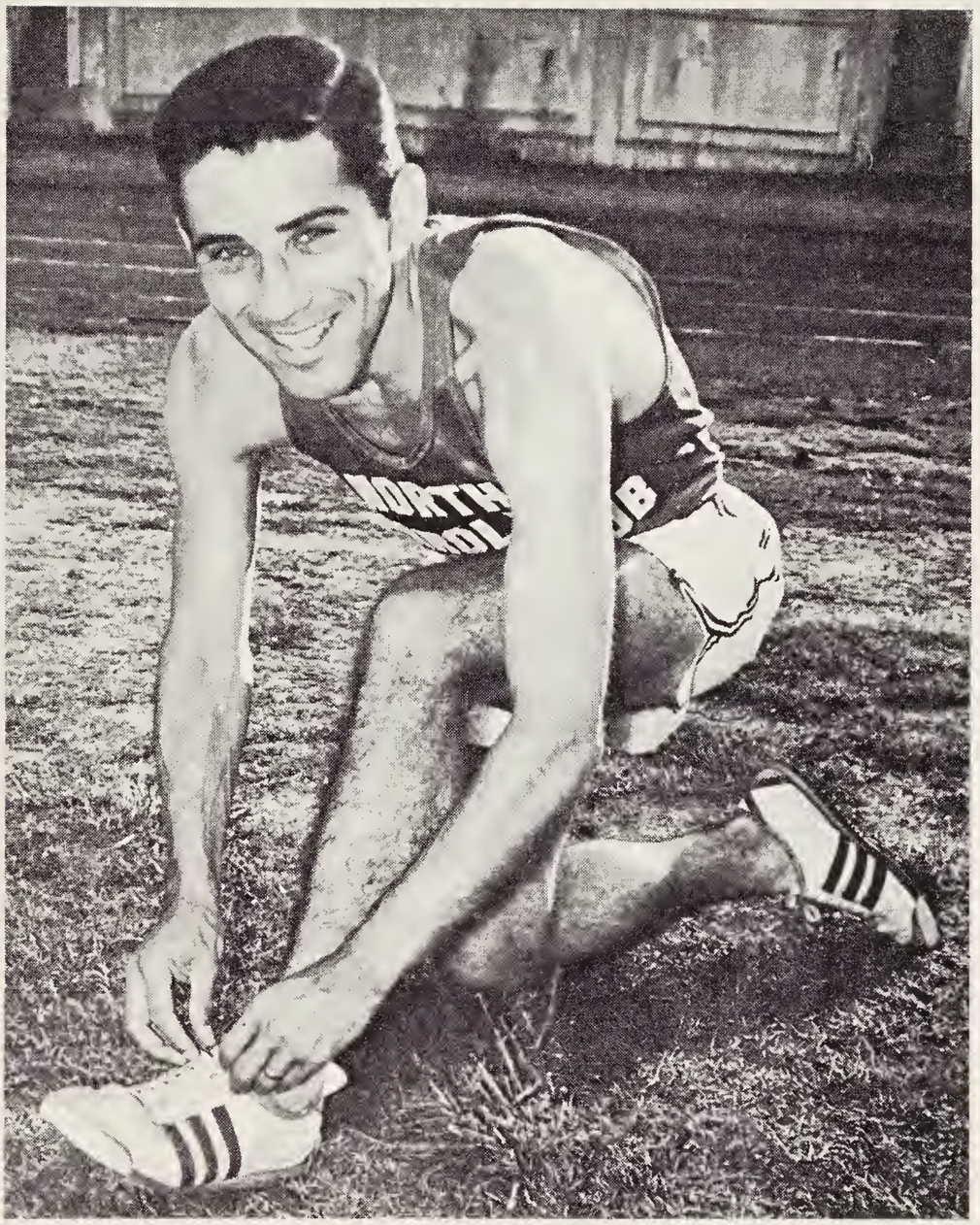
7:00 a.m.—Breakfast with wife after shower and dressing.

7:30 a.m.—Off to work at an insurance company in Los Angeles where he was a claims examiner.

4:30 p.m.—Drive from work to the track at the University of Southern California in Pasadena.

5-7:30 p.m.—Workout.

Jim Beatty finishing his world record indoor mile in 3 minutes, 58.6 seconds.



North Carolinian Beatty returned to his native state to practice for the Tokyo Olympics and speak to high school students on the importance of graduating.

8 p.m.—Return home.

10 p.m.—In bed.

On Saturdays Beatty practiced for 3 hours. On Sundays for 2 hours. He averaged running 100 miles every week.

The Spartan routine paid off. In 1962 he ran the first indoor mile in history under 4 minutes and broke the world outdoor record for the 2-mile run. In February, 1963, he lowered his own indoor mile-run record.

Although Jim Beatty's fame came through athletics, the trackman has told school student body assemblies with hard-nosed sincerity that the first and most important thing they can do for their country, state and themselves was to take advantage of their educational opportunities—opportunities which 50 out of every 100 Tar Heels have been rejecting.

He has reminded youths of these words of Thomas Jefferson: "If you expect a nation to be ignorant and free, you expect what never was and never will be."

To potential dropouts, Beatty has pounded home:

"No man can present an argument favoring dropping out of school; every man can offer a reason for staying in school. There is no man alive today who dropped out of school before graduation who does not now regret it."

With the stupendous technological advances of the last 20 years, Beatty explains, it is apparent that anyone's chance of paying his own way in life have been greatly reduced if he enters the employment market without at least a high school diploma.

"We of today are citizens of the Space Age and the Age of Automation—an age that has little need for the uneducated and the unskilled. At the turn of the century 90 percent of the workers had incomplete educations. Over half of the jobs were of the unskilled types. Today automation has made it possible for four men to do the work formerly done by 100."

There's no recourse, Beatty reasons.

"Eventual graduation is the goal that should hold top spot over everything. It is the one great opportunity and challenge common to all. It is an accomplishment necessary to all." ■

The Bush-Axe Brigade

PERHAPS peach-fuzzed faces and slightly blistered hands best distinguish a bush-axe brigade working on the lines of Davie Electric Membership Corporation.

Not that the co-op has hired a platoon of powder-puffs. Rather, these are the marks of a somewhat unique plan that is benefiting Davie Electric and providing gainful summer employment for 26 youngsters.

The boys, ranging in age from 16 to 21, were hired by Manager J. C. Jones to clean right-of-way this summer continuing and expanding a program begun several years ago. A measure of its success is a recent commendation from Vice President Hubert H. Humphrey expressing gratitude for the co-op's "support of the President's Youth Opportunity Campaign. . . . Our youth and our nation have benefited by your action, and I congratulate you on the role you played in opening opportunities to youths. Your contribution to the future has been substantial," the letter concluded.

Besides serving as vacation replacements, the youths boost the staff at a time when underbrush is growing at the most rapid rate. But the job benefits the boys too. For some it represents an opportunity to earn enough money to continue studies in college.

Approximately half of the boys are college students. One of them will co-captain the football team at Western Carolina College this fall. Several others are high school athletes and say the job is a good way to keep in shape.

Those pictured above (from left): William West, Dennis Dyson, Mike Keller, Don Jones, Clifford Beaver, Jerry Whitaker, Johnny Hendrix, Foreman James Shore, Foreman Sam Daniel, Joe Everhard, Garland Allen, Wayne Ireland, Walter Bell.

In the row below: Elmer Vaneaton, John Towell, Jerry Miller, Foreman Dewey West, Doytt Wagner, Tommy Beck, Jim Short, Edward Johnson, Ed Bowles, Earl Shoaf, Edgar Osborne.

The Carolina Homemaker

THE MAGIC OF LIGHTING

THE MAGIC OF LIGHTING

TO BE HAPPY at home is the ultimat of all ambition," said Samuel Johnson. It's as true today as it was in Johnson's time. The background you create in your home has a tremendous influence on your state of mind.

Naturally there's no magic formula for home decoration or design, any more than there is for happiness. But there is a certain kind of magic you can work with your home lighting. With the right kind of lighting you can make your home safer and more convenient . . . more comfortable, beautiful and enjoyable. In fact, through the magic of lighting, you can do much to create a happy home environment.

Lighting was long misunderstood and misused—little more than an "afterthought" in the planning of a home. Unfortunately, lighting is still too often treated as primarily useful on one hand or decorative on the other. Both of these approaches can be wasteful. Lighting designed from the utilitarian standpoint frequently fails to meet even the most elementary aesthetic standards, while lighting designed primarily as decoration often does not help you with your most ordinary seeing tasks.

Few realize how important lighting is. Like wood, brick and plaster, modern lighting is a building material—providing a necessary function of the home. But basic though it is to seeing, lighting is also as much a part of home decoration as woodwork, wallpaper, furnishings, carpeting. For these cannot be properly seen or appreciated without skillfully designed lighting to bring out their full beauty.

Lighting has a psychological function, too. You can use it to create the mood or pace of a room. You can rearrange lighting equipment as you rearrange furniture—to make a room look more inviting and comfortable. And you can change a room's atmosphere by changing the light source or its color—to make a room "feel" warm and friendly, or cool and restful.

In the planning of a home today, lighting should receive the consideration it deserves. Increasingly it has become an integral part of overall home design—recognized for its functional, decorative and psychological contributions.

What is functional lighting? Why do you need it? And where? First of all, there's the fact "without light there is no sight." You need light for seeing, for safety, for sewing, for reading, for any work you do.

Naturally, you don't want to spend all your time "working for your home." Insofar as possible you want it to "work for you." For example, perhaps you decide to remodel your kitchen—spending hundreds of dollars for new appliances—range, dishwasher, disposal, washer, dryer, mixer—all the "necessary" time and work savers.

But at this point, don't begrudge spending a little extra money for new lighting—where you need it and want it. Because it's here in the kitchen that lighting becomes an important time and work saver, helping you to see better, do your work faster, more accurately. Good lighting makes it easier to cook and clean up after meals—and to read your favorite recipes. Good lighting in the kitchen is a safety factor too—insuring fewer cut fingers, fewer sliced knuckles, less sand and grit in the fresh spinach and asparagus. And finally, good lighting heightens the glamour of your kitchen—shows off your new pastel colors, panelled cabinets and the gleaming beauty of your new appliances.

Second, there is the aesthetic need for lighting. Lighting for its decorative value—to supply sparkle, shadow, accent, contrast and drama. All or any of these, can be attained by artistry in the use of light. Form, shape, texture and color come to life. You see everything in your home in its full beauty. Lighting in this form is not only a science, but an art. An art, which requires a knowledge of what light can do and will do when the designer wishes to create a particular picture within an interior.

For example, suppose you wish to make a square room look more rectangular. You could use valances or cornices on two opposite walls. When lighted, these walls will appear farther apart than the unlighted walls—thus visually "stretching" your room and making it look longer. Or to make a small room more spacious, use softly lighted valances or cornices over windows. They will appear farther away than they actually are—creating the illusion of a larger room. Thus, lighting as decoration plays a skillful role in changing the apparent shape or size of a room or area.

A basic factor in modern design is flexibility . . . in homes . . . in

furniture . . . and above all, in lighting. This flexibility of interior lighting is shown by many forms it takes . . . portable floor, wall and table lamps . . . adjustable ceiling units . . . built-in architectural elements like valance, cove and cornice lighting . . . luminous walls and ceilings. But whatever form it takes, lighting should be subtle, not obvious. Lighting in its decorative role must be keyed to the mood, color scheme, furniture period and architectural pattern of each interior.

You have only to look around you to see what an ever more important part color plays in today's pattern of living. You'll find considerable variety, too, in the color quality of the various light sources you use. Incandescent light bulbs come in regular "white"—which actually gives light with a slightly orange cast—and in pink and aqua tints—which subtly modify their lighting effects. As for fluorescent tubes, these come in a wide range of "shades of white," each of which also subtly changes the cast of colors seen under them. You can use these different shades to create different psychological atmospheres.

For example, the "cool" shades in both incandescent bulbs and fluorescent tubes produce a cool, crisp, fresh atmosphere that is restful and relaxing. The "warm" shades create a feeling of warmth and friendliness. The color quality of the light source you select depends both on your preference and on your color scheme.

When beige, brown or orange predominate, use the natural-white shade of fluorescent or the soft-white incandescent bulb. To bring out reds and pinks, use the pink-tinted incandescent bulb, the soft white or natural-white shade of fluorescent. The new natural-white shade of fluorescent enhances all colors and flatters skin tones.

Light keyed to your decorative and architectural pattern may come from lamps, fixtures or built-in lighting. Usually, the selection of the type of lighting is a matter of personal choice, visual requirements, architectural demands, interior design and budget.

While lamps—wall, floor and table types—are still very much the fashion, they tend to be simpler. Most of them serve dual purposes—good lighting as well as for good decoration. They feature flexibility. Sockets are the three-way type, permitting a change of lighting levels. And dimmer controls are available so that you can raise and lower lighting levels of one lamp or a number of lamps or fixtures, permitting just the effect you wish. Wall, floor and some table lamps are completely adjustable—allowing you to direct the light where you want it and where you need it most.

Fixtures, too, are flexible and adjustable—period, modern and contemporary—depending on individual taste. Most of the residential ceiling types—other than recessed spots and flood varieties—are larger in area than they were several years ago—thus providing a better distribution of light with less "spotiness."

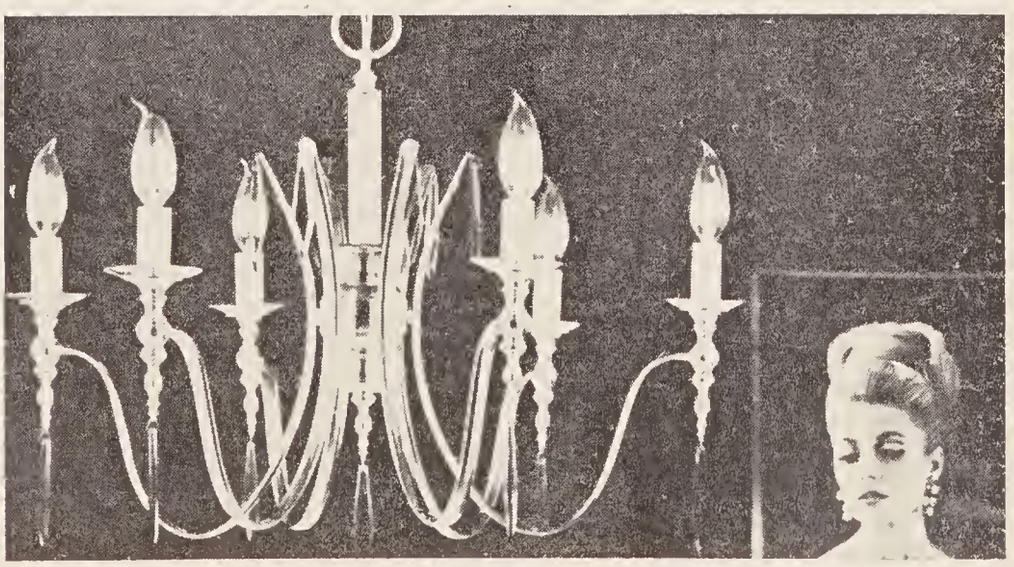
Luminous ceilings—at first thought too commercial for residential use—have found their way successfully into homes today. Entire ceilings, or merely portions of ceilings, can be attractively designed. Two-foot square, three-foot square or even four-foot square modules or multiples of these are frequently used. When correctly designed and installed, such luminous ceilings will prove most attractive. They produce large areas of soft, diffused illumination, and a feeling of uncluttered "free" space.

But this soft diffused lighting can appear monotonous and dull, if used in too large quantities. So many of these luminous panels are available in subtle pastel tints—pink, yellow and blue. Scattered in a pattern or "at random" with other white panels, they will add a touch of color and interest.

Electroluminescent lighting provides a dramatic and exciting new light source for luminous vertical elements. It is used as a means of accenting various wall treatments by calling attention to them—decoratively and architecturally. Such light-emitting areas can be entire walls or just a portion of a wall, and are often used as dividers in entrance walls or between large areas.

It's far easier today for you to be your own amateur lighting "decorator." You have a wide range of tints and colors on your light source palette. And all types of lighting equipment are available to meet individual tastes and needs in size, shape, style and cost.

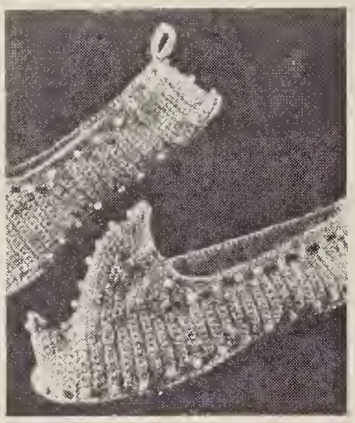
And so perhaps with these ABC's of interior lighting design, you can make your home as liveable and lovely as you want. Today modern interior design and residential lighting enjoy a happy and creative partnership—that offers an even more promising tomorrow. ■



Free Patterns

SWEATER IN ACES

Everything comes up aces in this sweater which is fun to make and wear. It has boat neckline and stylishly dropped shoulders.

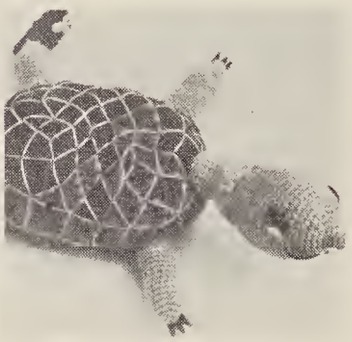


HAREM SLIPPERS

For at-home glamour start at the tips of your toes. Easily made in metallic Knit-Cro-Sheen. Do them in rich gold for special gifts.

PURSE GLAMOUR

Here's a way to prettify even your purse accessories. You only have to embroider compact cover, comb, glasses case. Easy to make.



TURTLE TALK

Here's one turtle who wins the race—huggable cotton stuffed turtle. It's fun to make and really simple. Mostly, single crochet stitch.

To: The Carolina Homemaker
P. O. Box 1699
Raleigh, N. C.

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__ __ Slippers __ __ Turtle

My Name Is _____

Address _____

Comment, If Any _____

The Name of My EMC Is _____
(Your Electric Membership Corporation)

This offering of patterns expires November 1, 1965

Family FARE

By ERMA ANGEVINE

A GREY-HAIRED Vermont great-grandmother flew to a White House reception in June to represent all of the nation's men and women who worked with Project Head Start this summer. Mrs. Lou Maginn, director of the smallest project, worked with 10 children of farmers and laborers in East Fairfield, Vt. The First Lady gave Mrs. Maginn one of the official Head Start flags to fly over her school during July and August.

The flag is a simple white banner with two childrens' building blocks in the center. On one block an arrow points upward. Mrs. Johnson called it symbolic of "the lifting of spirits."

She told us "half a million children in the next few days will have their first chance to meet crayons and books, to plant a seed, to learn about their community, perhaps to see a zoo or the fire station or a park."

THE formal ceremonies took place in the famous East Room, where full-length portraits of Martha and George Washington looked down on Mrs. Johnson and her 50 guests.

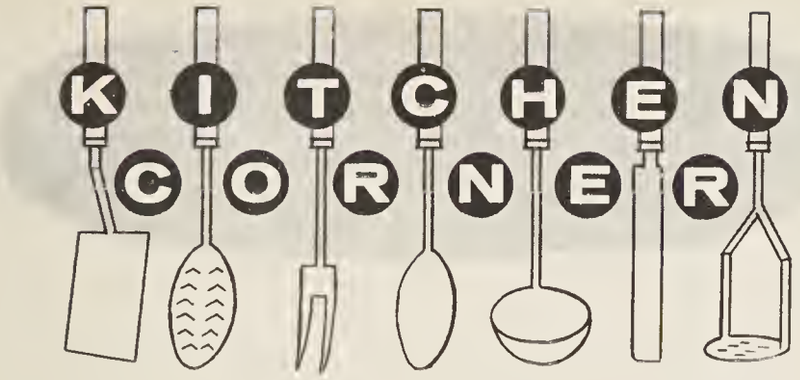
After the ceremonies, Mrs. Johnson casually invited us to join her for tea and coffee. She talked with each guest. I told her rural electric members were helping with projects in Arizona, Arkansas, North Carolina, Oklahoma, Texas, perhaps in other states as part of their usual community work. Rural people, she said, can always be counted on to do what has to be done to help their neighbors.

Mrs. Johnson was interested in these first efforts to manage a crash program for a half-million 4-, 5- and 6-year-olds this summer.

A New York City priest described his initial Head Start day. "We'd been told," he said, "that these disadvantaged children would have small vocabularies, would not be able to communicate. We found they had lots of words—words they'd picked up from the streets. I hope they don't know what they mean."

Over coffee, several guests spoke of their disappointment in not having Head Start supplies when their project opened. One woman laughed this off.

"We got brown wrapping paper from a market and had youngsters busy all the time. One would lie on the paper and another would draw his outline. Then they'd trade places. Each would have his own picture when he finished. We've spent days drawing pictures of ourselves and learning the names of all the clothes we draw. One little boy, who obviously never had seen a necktie in his life, is proud of the red necktie he has drawn on his paper image. All you have to do is use your imagination and encourage them to use theirs. Remember, no one ever told them they had one before!"



Thirty days hath September . . . .

And busy days those 30 are! They are full of back-to-school-ness, PTA-ness, women's club-ness, fall ingathering-ness, and Christmas bazaar-ness. September activities of the average North Carolina family require Herculean strength, so the average North Carolina homemaker must plan meals that will build this legendary strength.

For this reason, we have chosen a hefty vegetable soup recipe submitted by a Bertie County teenager. Violet Phelps (Windsor, Rt. 3) is 18 and a brand-new senior at Bertie High School, where she is a member of the Future Homemakers of America Club. A homemaking enthusiast, she goes into her third year of home economics this month.

Violet has two older brothers and theirs is a farm family. Her favorite hobby is cooking and she enjoys experimenting with new recipes. Her parents are members of Roanoke Electric Membership Corporation, Rich Square.

Don't you have a favorite recipe you'd like to share through these columns? If you have, send it to: The Carolina Homemaker, P. O. Box 1699, Raleigh. We pay $2 for the recipe chosen each month for this corner. When you write, send a snapshot of yourself, and tell us something about yourself and family. Also include the name of your electric membership corporation.

CAROLINA FARMER RECIPE

Submitted by Miss Violet Phelps
Rt. 3, Windsor, N. C.

BEEF VEGETABLE SOUP

- 1 lb. stew beef
- 1 small soup bone
- 2 diced onions
- 3 to 4 cups of potatoes, diced
- 1 can snaps
- 1 can lima beans
- 1 can corn
- 1 can June peas
- 1 can tomatoes
- 1 can mixed vegetables
- 2 tablespoons tomato catsup
- 1 small cabbage
- ¾ cup chopped carrots

Salt and pepper stew beef. Cover beef and bone with water and boil until tender (2 hrs.). Add can of tomatoes, catsup, potatoes and onions. Boil until potatoes are done. Add other canned goods and simmer from 20 to 30 minutes. Stir frequently.

1965
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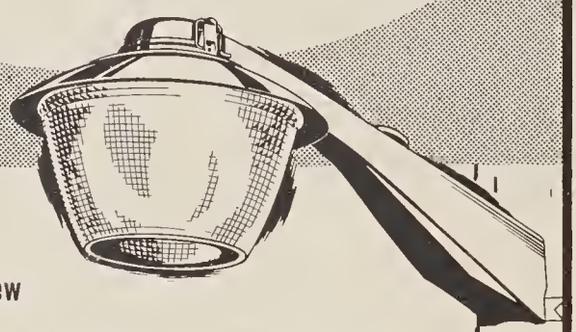

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Stand Up and Be Counted!

TO PARAPHRASE Abraham Lincoln's reference to our government—cooperatives are economic entities "of the people, by the people, for the people." Just as the success of a democracy depends on an informed elecorate so does the relative success of the cooperative form of private enterprise depend on an informed membership.

This is not to suggest that cooperatives must educate members in the sense that democracies educate children to be good citizens. But it does compel cooperatives that would develop to their full potential to establish and maintain efficient two-way communications with their members.

Cooperatives, then, have all of the problems and challenges of other types of business, plus this challenge of communication.

We do not view this as a problem, but as a challenge and an opportunity, since the real strength of the cooperative form of private enterprise is people; provided the people are kept informed, and provided they see that their cooperative operates in their best interest.

Other than the field of transportation, probably nothing has changed more rapidly in our lifetime than the science of communication. We are living in an age of mass media; when the whole world can be told in a matter of minutes of events of world-wide significance.

This age of mass media has brought a new profession into being—that of mass mind manipulation. Perhaps some of you were watching, as I was, a TV program just before the last election, in which a professional mass mind manipulator, or propagandist, was discussing his profession. He frankly admitted that he would work for anyone for a price—he didn't have to believe in the cause he espoused.

Mass mind manipulation or propagandizing today is a huge business, involving expenditures of millions of dollars—plush offices—smoothe-talking executives—fat expense accounts—private clubs—liberal so-called advertising budgets—slogans—canned editorials—free speakers and/or films for your service club, P-TA, or church group—anything to get the job done.

What does all of this have to do with you? It has created an environment; the situation in which we find ourselves—the conditions under which we must operate and compete for people's attention. Agriculture generally, and cooperatives specifically, have often been the target of these professional propagandists.

As a minority group, with limited financial resources, farmer-owned and controlled cooperatives must depend more and more on well-informed members to become the first line of defense against those who would seek to destroy the economic impact and yardstick influence of cooperatives.

Twenty-seven years of working for farmers cooperatives have convinced me that cooperatives still provide the best method through which small businessmen, including farmers, can gain some of the advantages of large-scale purchasing, marketing and procuring services, without sacrificing any of the ownership or control of their individual businesses.

We need people who will stand up and be counted for cooperatives and for agriculture.

—by Earl L. King

IOWA RURAL ELECTRIC NEWS

Can A Girl Trust Her Date To Drive Her Family Car?

". . . He should never drive the car. It is entirely too much of a responsibility because the boy would usually not give the car the same driving respect he would his own. The only exception would be if her parents personally ask him to do the driving."

Don Banks
Rt. 1
Marshall

Don is 15 years of age and sophomore at Marshall High School. His chief interests are the Future Farmers of America, baseball and basketball. His parents, Mr. and Mrs. Robert W. Banks, are members of French Broad Electric Membership Corporation.

★

"The girl should judge the situation on the basis of her date's past driving record. If it is good, and she can trust him, then the boy should drive. However, since it is the family car, the girl should have her parents' consent."

Maureen Daniels
Rt. 5
Morganton

Maureen is a 15-year-old sophomore at Oak Hill High School. Her parents, Mr. and Mrs. D. T. Daniels, are served by Burke-McDowell Electric Membership Corporation.

"I think this depends on the type of driver her date is. If he is a hot rodder, no. If he is a safe and dependable driver and her parents approve of him driving their car, then I think it is all right."

Lucy Clark
Rt. 2
Siler City

Lucy is 16 and will be a junior at Jordan Matthews High School this fall. Her parents are Mr. and Mrs. George Clark. The are members of Central Electric Membership Corporation.

★

"Yes, very definitely. I think a girl can trust her date with her family car. The boy should respect the girl's trust in him enough to drive carefully."

Judson Coker
Rt. 4
Mount Olive

Judson attends Wane High School and will be a sophomore this fall. His mother, Mrs. Hazel Coker, is a member of Tri-County Electric Membership Corporation.

Teen ROUNDTABLE

If you have a good answer, send it to THE TEEN ROUNDTABLE, The Carolina Farmer, P. O. Box 1699, Raleigh, N. C., at once. Send a photo, too, if you have one, (we can't return it) and a few facts about yourself. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you $5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a $5 check. Jot yours down and send it to us right away.

NEXT QUESTION

"How much control should parents have over the spending of their teenager's earnings?"

This question was submitted by Daylon Thompson, of Rt. 2, Matthews, a junior at Sun Valley High School. She is a member of the Junior Beta Club and will serve during the coming academic year as vice president of her Future Homemakers Club. Her parents, Mr. and Mrs. D. W. Williams, are members of the Union Electric Membership Corporation.

Why do more farmers reach for water with a Goulds submersible?

Because Goulds subs have a reputation for giving the best water service available. One farmer tells another. Result: there are more Goulds subs sold for 4-inch private water wells than any other brand.

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The pump parts are lightweight, but made of the most durable materials known. And if he ever has to, your Goulds dealer can replace any part right there on the spot in a matter of minutes.

The farmer who owns a Goulds pump knows. Ask him. Join your many neighbors who are reaching for water with Goulds submersibles. Send coupon to get a free booklet that gives you helpful data including rating tables.

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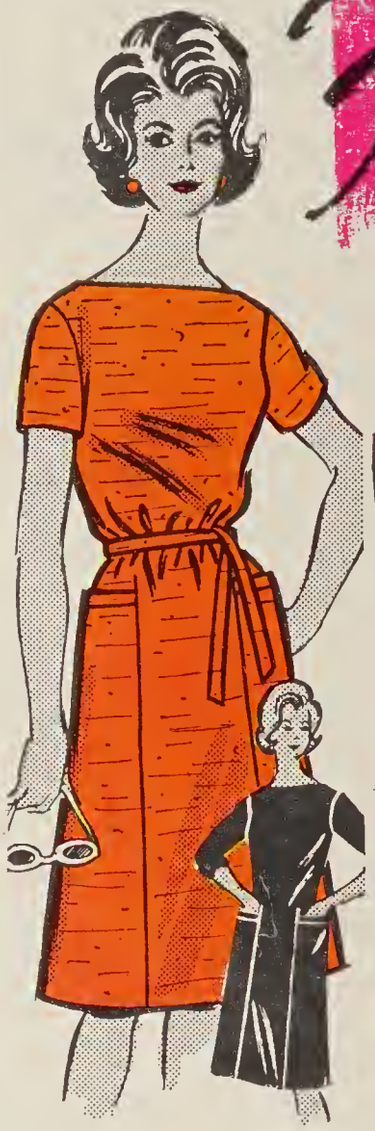

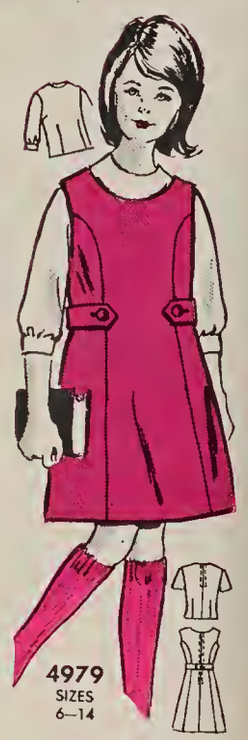

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Pattern No. 9381 is cut in sizes 10, 12, 14, 16 and 18.

Pattern No. 4985 is cut in sizes 12½, 14½, 16½, 18½, 20½, 22½ and 24½.

Pattern No. 9143 is cut in sizes 10, 12, 14, 16, 18 and 20.

Send 35 cents in coin (no stamps) for each pattern to: Dress Pattern Department, Kansas Electric Farmer, 420 W. 9th St., Topeka 12, Kan. For first-class mail, add 10 cents for each pattern.

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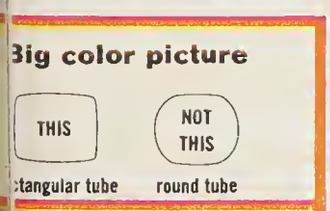

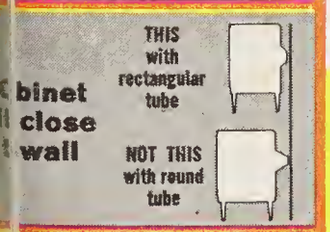

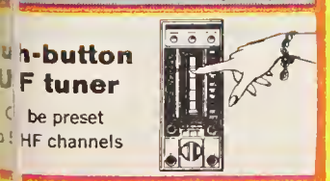

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When the buyer meets the seller coming down the line.

When the Leaf Turns t

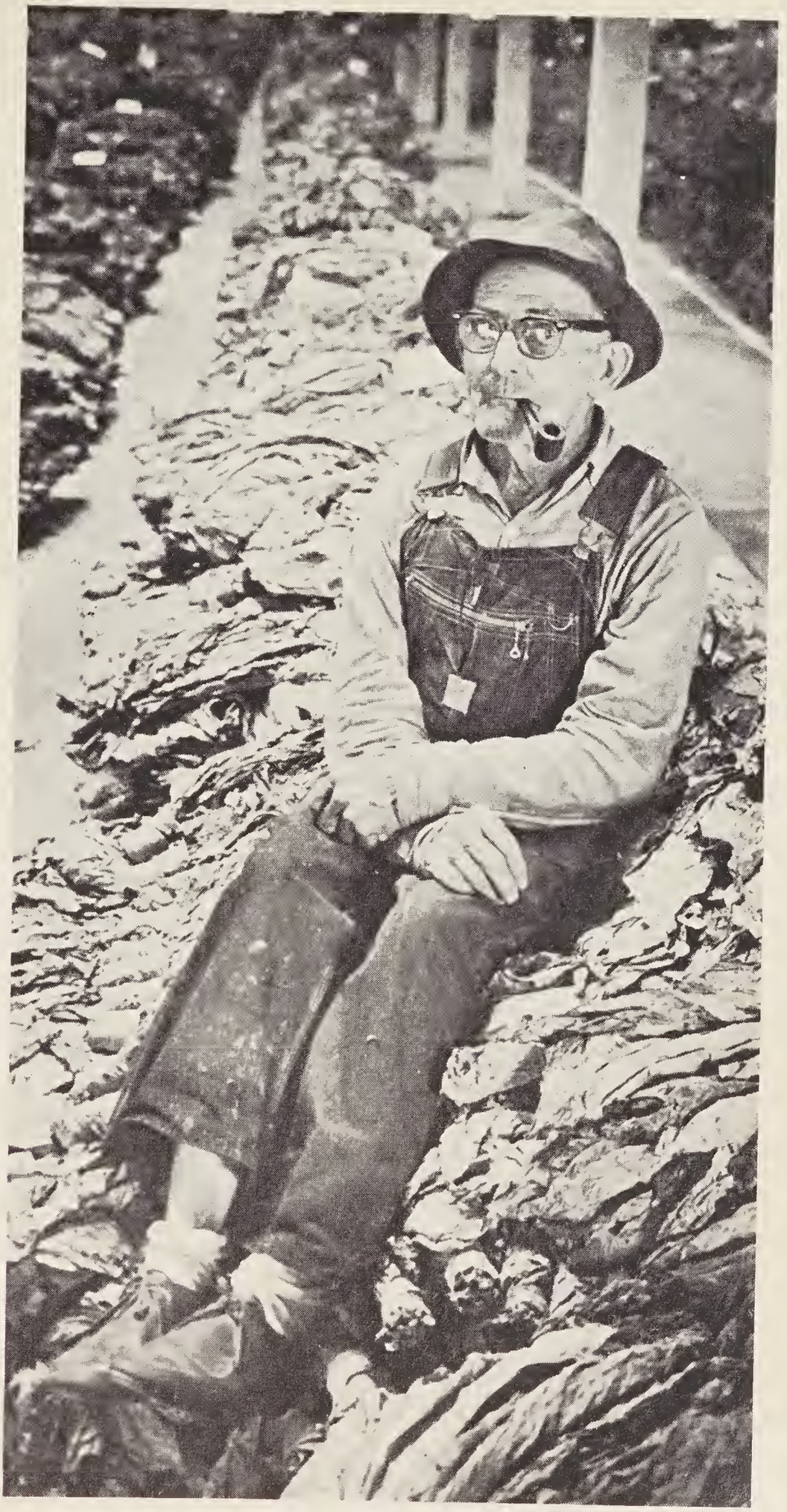
A fine blend of golden hair and the golden weed.

They cash the crop in as the half-baked shadows of Indian Summer steal across the face of North Carolina. It's when the leaf—the great golden weed tobacco—turns to lettuce . . . when a season's toil suddenly becomes books and bacon and shoes or a note repaid at the bank. For generations tobacco has been the largest cash crop in North Carolina, whose soil produces more than 60 percent of the commodity in this country. Perhaps it is entirely in order that such an important crop should be sold in such a colorful way. For nowhere is the stream of North Carolina life more pulsating and alive than in the tobacco warehouse. So for those who say tobacco is "on its last legs," we suggest a stroll on the warehouse floor during first sale on a September morning.

Slumber at sun-up in the warehouse.

ettuce

The lull before the storm
of another auction day.



Guarding a pile of gold.

AROUND THE HOUSE *by Archie Hathcock*

Sand Your Troubles Away

FOR THE HOME owner whose house is equipped with wooden storm windows, fall once again brings the changeover time. With it may come the problems of putting a new coat of paint on somewhat weatherbeaten storm frames—or the annoyance of window or storm doors which stick and defy easy installation.

Here's a suggestion to simplify both problems: Put your portable electric sander to use.

Many persons forget that a new coat of paint will go on much more evenly and quickly if the surface being painted is smooth and clean. It's no trouble at all to get the wooden surfaces of your storm frames in that condition with an electric sander.

Home workshop specialists point out that window and storm doors sometimes warp or swell to the extent that planing may be needed to solve sticking problems upon installation. But in most cases you won't want to remove too much surface from the edges—and thus your portable electric sander can be the answer to that dilemma, too.

If you housewives find you're having trouble getting the man-of-the-house to get at these storm problems, try solving them yourself. Lightweight and easy to handle, a portable electric sander is no trick for you to use—and you'll probably shame your husband into getting at the task at the same time.

September is a good month in which to make your home ready for the cold weather to follow.

And speaking of cold weather, there's no heat that can compare with the cleanliness and convenience of electric heat. See the people at your electric cooperative for assistance on your heating requirements—whether it be for your whole house or for that extra room you've added.

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THE EASY WAY TO SELL

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Rocks, Reds, Cornish $3.89 — 100. Large White Rocks $5.45. Other breeds $1.45 to $5.45. Pullets $9.99. Before you buy, compare our prices. Guaranteed savings. Customers choice of breeds shown in terrific big free catalog. Shipment from hatchery your section. Atlas Chicks, Home Office, 2651 Chouteau, St. Louis 3, Mo.

• FOR SALE

THREE-BEDROOM HOME, lifetime aluminum exterior, built and 100-percent finished (on your lot) for only $10 down and $55 monthly. Completely finished house includes full foundation, vinyl floors; and electric water heater all installed; completely wired; built of best-quality, nationally advertised materials by expert craftsmen to insure you a home of durability and long-lasting beauty. NOT a "shell," NOT just "pre-finished" . . . but COMPLETELY FINISHED ready to move in. And only $55 monthly! Write HUSKI-BILT, INC., 5797 N. Tyron St., Charlotte, N. C.

• EDUCATIONAL OPPORTUNITIES

HIGH SCHOOL AT HOME in spare time with 68-year-old school. No classes. Standard high school texts supplied. Single subjects if desired. Credit for subjects already completed. Progress at own speed. Diploma awarded. Information booklet free . . . write today! American School, Dept. X958, Drexel at 58th, Chicago, 37.

• ELECTRIC FARM EQUIPMENT

ARE YOU stuck without three phase power? Now—you can save money by using 3-phase motors on your drying, feeding, grinding or shop set-ups with a Johnson 1-2-3 Generator or Johnson Hi-Torque Converter. Write for literature and prices—Johnson Metal Products, Electric Motor Division, Box 222, Kewana, Indiana. Phone area code 219, 653-3641.

• ANNUAL MEETING

WOODSTOCK ELECTRIC MEMBERSHIP CORPORATION on Friday, Oct. 1 at 7:30 p.m. in the Pantego School Auditorium. Business, entertainment and free prizes.

SPECIAL OFFER!

Any black and white film, 8 or 12 exposure developed and printed for only . . . **49¢**

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MAIL BOX

(Continued from Page 7)

bers of Rutherford EMC receive. He and his wife, Pat, live near Cherryville.

MORE NICE WORDS

■ Looks like you've really done yourself proud with that July issue. It's beautiful . . . the material has always been topflight . . . now you've got matching printing. Keep up the good work.

Kirby Able
Washington, D. C.

Kirby, former editor of South Carolina's rural electric publication, is now managing editor of RURAL ELECTRIFICATION, *published for rural electric leaders by the National Rural Electric Cooperative Association.*

NORTH DAKOTAN COMMENTS

■ Congratulations to you on a very nice looking July issue of THE CAROLINA FARMER. It appears that you are really in the magazine business now. I read the issue through, cover to cover, and I really enjoyed it. Keep up to the good work.

Leland G. Ulmer
Bismarck, N. D.

Mr. Ulmer, in addition to being executive manager of the North Dakota Association of Rural Electric Cooperatives, is also editor of that state's publication for co-op members.

"ONE OF OUR OWN"

Congratulations on the new look for THE CAROLINA FARMER. I thought the August issue was particularly well written and beautifully laid out.

Erma Angevine
Washington, D. C.

Mrs. Angevine's column, "Family Fare," is a regular feature of THE CAROLINA FARMER

RECIPES WANTED

THE CAROLINA FARMER will pay $2 for each recipe used in its "Kitchen Corner" feature. Send your contribution to: The Carolina Homemaker, Box 1699, Raleigh, N. C. 26702.

willie wiredhand says:

"A STUDENT LIGHT MAKES A STUDENT BRIGHT"

A student lamp will make studying and working easier, more enjoyable, and make your room brighter, more attractive.

Consumption Up

Consumption of electric power on lines financed by REA continues its upward trend in North Carolina.

According to the Rural Electrification Administration, it rose from an average of 422 kilowatt-hours per month during 1963 to 454 kwh in 1964. Use of power by rural consumers in the state has increased at an average rate of 7 percent per year during the last 5 years.

For residential consumers only, including both farm and nonfarm households, consumption of electricity on REA-financed lines in North Carolina was up 6.4 percent in 1964 over 1963. The increase during the last five years has averaged 7.2 percent per year.

Nationally, all types of rural consumers on the lines of REA borrowers used 9 percent more power in 1964 than they did in 1963, with the monthly average up from 565 kwh to 616 kwh. Consumption has increased by an average of 7.4 percent per year during the last five years.

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A large showing of new implements

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Kiss Me, Stupid

"Those new people down the road seem very devoted," said Mrs. Jones to the newspaper which hid her husband.

A rustle of the sheet was all the reply she got, but she was used to that. "Everytime he goes out he kisses her, and then he goes on throwing kisses all down the road. Edward, why don't you do that?"

"Me?" snorted the man behind the news. "I don't even know the woman!"

●

Careful Driver

"It's not just the work I enjoy," said the taxi driver. "It's the people I run into."

●

Texas Tale

Two Texas farmers were always trying to outdo each other regarding crops. One day the first farmer said to his son, "Go over to see Ezra and borrow his crosscut saw. Tell him I want to cut a watermelon." On returning the boy said, "Ezra says he can't let you have his saw until this afternoon. He's only halfway through a cucumber."

●

No Justice

Two little boys kept after school for being naughty were ordered to write their names 500 times.

"It isn't fair," one of them protested. "His name is Lee and mine is Schnickelfritzer."

HaLE!

Fancy Footwork

An award winning football coach devoted part of the off-season to teaching his 6-year-old son the fine old art of goal kicking. One day he got down on his knees, placed the ball meticulously, then ordered, "Now, when I nod my head, KICK IT."

And that's how the coach lost his two front teeth.

Club Her

A teacher asked her class the difference between a primitive man and a modern man. Johnny answered, "When his wife talks too much a modern man goes to his club. A primitive man just reached for it."

●

Not Me

The lady was shaking hands with the preacher as she left the church, and congratulating him, with glowing eyes, on the service.

"And what a marvelous sermon," she said. "Everything you said applies to someone or other I know."

●

Poor Pose

Critic: (eyeing a statue) "Isn't that an odd posture for a general?"

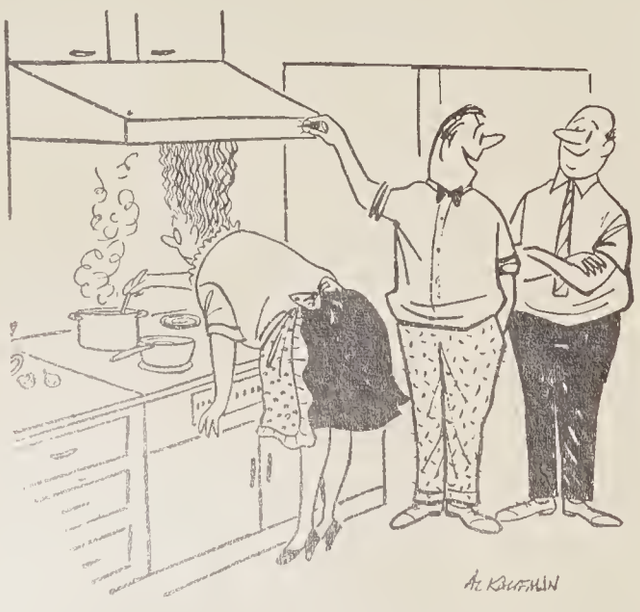
Sculptor: "That isn't my fault. I had the statue half finished when the committee decided it couldn't afford a horse for him."

●

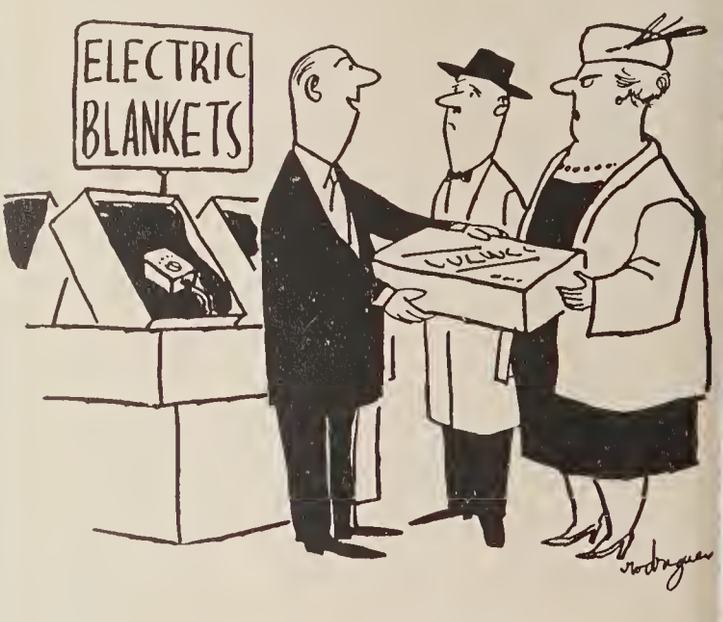
Good Greeting

Mark Twain arrived in a small town where he was scheduled to make a talk. Noticing that his lecture was poorly billed, he stepped into a store and said: "Good evening, friend. Any entertainment here tonight to help a stranger while away his evening?"

The storekeeper straightened up, wiped his hands, and said: "I expect there's going to be a lecture. I've been selling eggs all day."



"Just installed a new exhaust fan. How's that for suction?"



"And how about one for you, sir?"

COSTS SO LITTLE

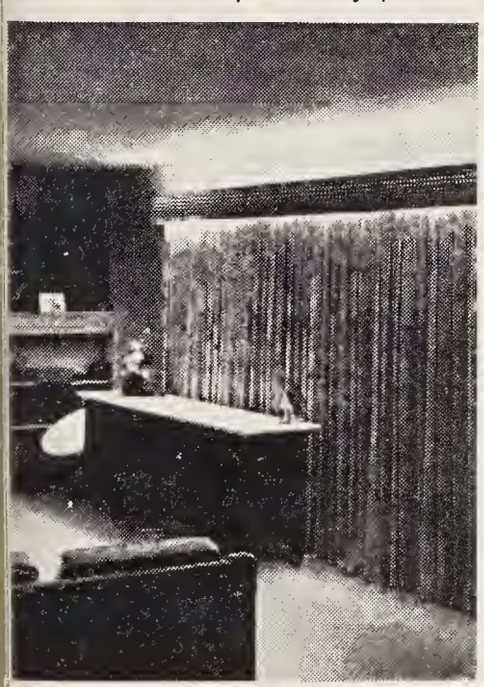
Good lighting makes such a difference in your life

Your biggest bargain in modern living

One of the most important benefits of rural electrification is the miracle of electric lights throughout rural America. It wasn't many years ago that only a few homes enjoyed electrical living . . . now we all take it as a matter of fact.

Did you ever consider how proper lighting can change your life? It makes your home safer, more comfortable and convenient. Lighting can even change the mood of any room . . . soft, indirect lighting encourages relaxation . . . comfortable lights encourage you to speed through household chores (and helps children study).

There's no trick to decorating with good lighting. Valances, for example, are ideal to emphasize the beauty of windows and drapes. They provide

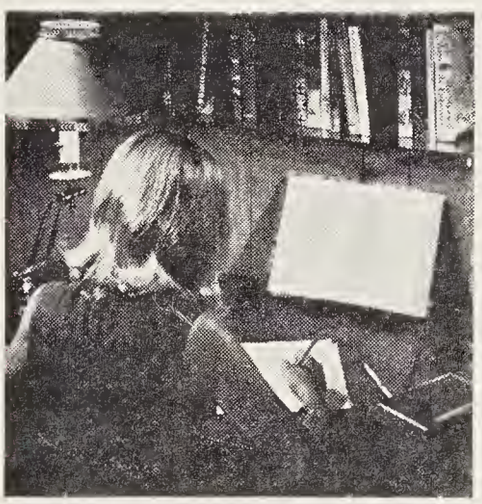


good balanced lighting and bring out he colors of walls and furnishings. Cornices and wall-brackets can be effectively used to display planters, ireplaces and other interest areas.

Well placed lamps make reading nd many tasks (such as sewing) easier. Floor lamps should be about 7 inches from the floor and 26 nches behind the reading material. t's usually best to have the light ource slightly to one side . . . say 15 inches to the left or right. Be sure to have adequate bulbs; a minimum of 150 watts is desirable for reading.

Study is easier in a well lighted area

An adequate study area is important to your children's success in school. It need not be expensive. Chances are a little planning could change a dark corner into an ideal study center!



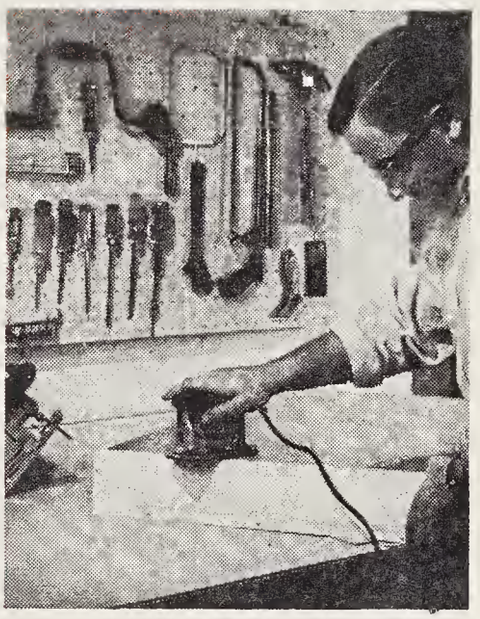
First, there should be adequate room for the student to spread his work in front of him. A table or desk is sufficient. The chair should be comfortable and encourage proper posture.

Lighting should be free from glare and shadows. A single lamp will do the job; place it on the side of the desk opposite the writing hand. The bottom of the shade should be 15 inches above the desk top; place the lamp about 12 inches from the front edge of the desk. Use at least a 150-watt bulb.

Two wall mounted lamps also give excellent lighting. Place them 15 inches above the desk and spaced 30 inches between the center of the shades. Use a minimum of 100-watts in each lamp.

Work better and safer, too

Proper lighting can help you work, too. For such tasks as ironing, woodworking, etc., you should use a minimum of 150-watts. The lighting fixture should be about 48 inches above the work. You'll find sewing easier



(and better) if light source is about 14 inches above the work. Don't strain your eyes . . . use at least a 150-watt bulb.

Many home accidents can be prevented with proper lighting. A small, inexpensive night light can save dangerous and painful falls. Outdoor lights serve the dual advantage of letting you work later and discouraging unwanted visitors.

Yet, electric lighting costs are low, thanks to rural electric power. It's your biggest bargain in better living!

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